

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 5, 1998

RJR Account #315288

Mr. J. Mitiguy
DOWLINGS, INC.

JUNE CTS: DORAL BUY 4 PACKS GET 1 PACK FREE / PROMOTION #800532

Dear John:

DORAL B4G1F 'PRE-SLEEVED' product (6M) has been ordered, along with 6 Display / P.O.S. Kits, Item #542195 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product and Display Kits.

Product PO #608-C; Displays PO #608-D

DORAL B4G1F BRAND STYLES	UPC Code	#/ (6M) Cases
Light King	12300-25350	1
Light 100	12300-25351	1
FF 100	12300-25352	1
Lt Men 100	12300-25353	1
Ult Lt 100	12300-25354	1
Box 100	12300-25355	1
Lt Box 100	12300-25356	1

Displays (Item #542195)

SKU CUBE: 2.3350
SKU WT (w/o Product): 4.4200 lbs
Retail Sales Offer per Sku: 70 units

Billing per 6M Case: 24 Savings Cartons

Product / Display Arrival: May 19, 1998

Ship Date to Retail: Week of: June 8, 1998

EFT \$ Amount: \$1,585.57

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B4G1F'

51845 7859

B4G1F CTS
DOWLINGS, INC.

PROMOTION DESCRIPTION:

**DORAL DISPLAY KIT CONTAIN GENERIC 30-CARTON DISPLAY,
1 P.O.S. CARD, AND 1 RISER CARD.**

****** NO PACKING IS REQUIRED ******

**SHIP NUMBER OF P.O.S. / DISPLAY KITS (Item #542195) AND NUMBER OF
CARTONS PER BRAND STYLE TO EACH RETAIL ACCOUNT AS INDICATED ON
THE ATTACHED CUSTOMER LIST.**

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$3.60 per each promoted 6M case for all product packed and shipped to retail on a timely basis. This equates to **\$25.20 (7 (6M) case(s) @ \$3.60)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: B. Cook
L. E. MacWilliams

Enclosure: Customer List
Promotional Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JUNDORB4.DOC

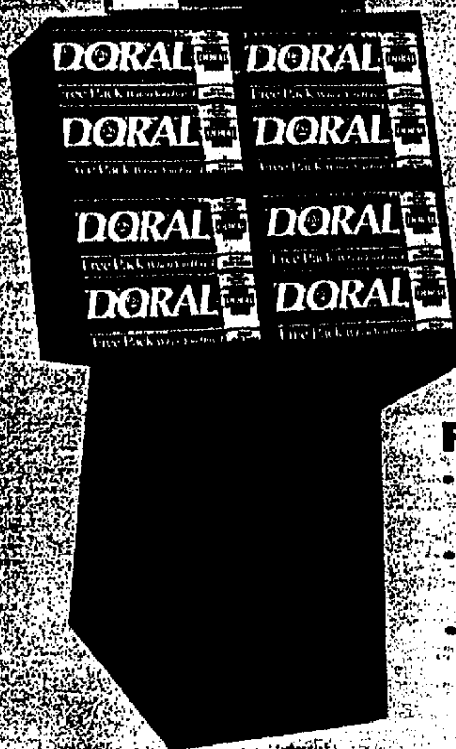
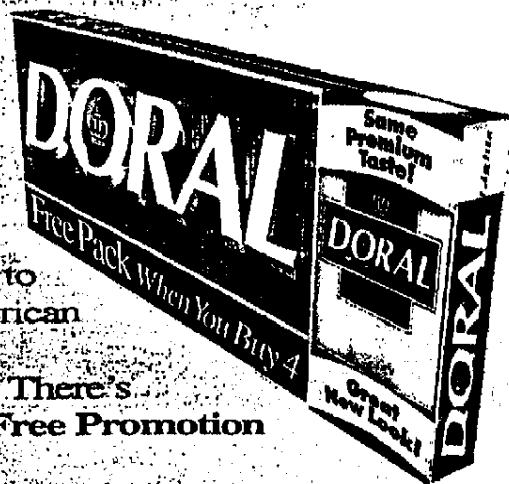
51845 7860

DIRECT ACCOUNT CUSTOMER LIST**PROMOTION #800532: DORAL BUY 4 PACKS GET 1 PACK FREE****RETAIL DISTRIBUTION DATE: 6/8/98****DIRECT ACCOUNT TO SHIP NUMBER OF DISPLAYS AND CARTONS PER BRAND STYLE TO RETAIL. NO PACKING REQUIRED.****7 BRAND STYLES: DORAL LT / DORAL LT 100 / DORAL FF 100 / DORAL LT MEN 100 / DORAL ULT LT 100 / DORAL BOX 100 / DORAL LT BOX 100****7 STYLES**

										DISPLAYS	CARTONS		
S/REP	R/REP	RJR#	ACCOUNT NAME	ADDRESS	CITY	STATE	CHAIN ID	SEGMENT	SIS#	VAP NAME	SPL#	(ITEM #042135)	PER STYLE
162302	162325	399687	MARTIN'S MINI MART	MAIN STREET	BENNINGTON	VT	2794-02-00	CN	315288	DOWLINGS INC.	3397	6	30
												1	CASES

June Brings Our New Look, The Big American Adventure Sweepstakes, And A Buy 4 Packs Get 1 Free Promotion.

We couldn't make June a bigger sales opportunity for you. We'll be introducing our dramatic new packaging design with a sweepstakes that allows your customers a chance to win a trip to 6 great American destinations. We didn't stop there, though. There's the Buy 4 Packs Get 1 Free Promotion in June, as well.



POS Card/ Alternate Header -

This impactful 17"x 14" poster will help increase customer awareness along with offering more in-store advertising opportunities.

Floor Display -

- Temporary/ Semi-permanent Display.
- Designed to maximize presence of your promotion.
- Header card captures customer interest in this special promotion.

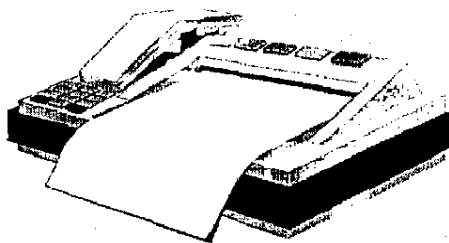
SWEEPSTAKES VOID IN MA, MI, AND VA,
AND WHERE PROHIBITED BY LAW.

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51845 7862

J. CAMPBELL
R. J. REYNOLDS TOBACCO CO.
(716) 634-4179
FAX (716) 634-3145

SENDING A FAX!!



DATE: 5-5-98

TO: John Mitigay

NUMBER OF PAGES (INCLUDING COVER PAGE) 4.5

COMMENTS: Hi John - PO # 608-C and
608-D have been set up as
per attached. Any Questions, let
me know. Thanks, Judy

51845 7863

RJ REYNOLDS

ID:

MAY 05'98 16:18

TRANSMIT CONFIRMATION REPORT

NO.	:	004	
RECEIVER	:	18028935110	
TRANSMITTER	:	RJ REYNOLDS	
DATE	:	MAY 05'98	16:18
DURATION	:	04'19	
MODE	:	STD	
PAGES	:	05	
RESULT	:	OK	

51845 7864